

EU Ambassador welcomes EU presence at FIDAE to support internationalisation of SMEs in the aerospace sector



For the first time since the beginning of operations of the International Air and Space fair (FIDAE 2018) in Santiago, the EU will be participating with a dedicated stand arranged by the Business Beyond Borders (BBB) programme of the European Union, with the objective to open new opportunities for the internationalisation of small and medium enterprises specialised in the space sector, by enabling approximately 500 "Business-to-Business" meetings between companies.

An [opening conference](#) on the space policy of the EU and the role of the SMEs therein will also be organised.

The EU presence will thus complement the presence of seven member states which will have stands presenting leading companies in the field.

Ahead of the EU event at FIDAE, Ambassador Stella Zervoudaki, Head of the European Union's Delegation to Chile, said:

'The European Union is present at FIDAE for the first time to support the internationalisation of small & medium enterprises in the aerospace sector.'

The presence of the European Union at FIDAE 2018 testifies the importance the EU attaches to the aerospace industry as a motor for innovation, technology transfer and creation of high-knowledge, qualified jobs.

The EU aspires to contribute to these developments through comprehensive bilateral and regional agreements, as well as with agreements on specific EU programmes such as Copernicus and Galileo'.

Similarly, FIDAE's CEO, Colonel Jaime Reyes, stressed the importance of having an international matchmaking event at the trade fair:

"Business Beyond Borders is a great opportunity, not only for them but also for us as FIDAE. This is an occasion to know the perspective from small and medium-sized enterprises (SME) from the European Community present in the fair; discuss relevant issues; and using FIDAE as a window to reach different countries from Latin America



present in the event, as well as exhibitors. This is, thus, a way to expand horizons on future business opportunities for companies visiting FIDAE, as well as companies from Europe.”

Background

The Industrial Policy of the European Union focusses, among other aspects, on the development of global value-chains and the support of European SMEs when entering hi-tech and international markets.

To increase their opportunities to engage into business and technology-transfer arrangements with companies from all over the world, the EU has launched two specific programmes:

- The '**Business Beyond Borders**' (BBB) initiative puts at the disposal of companies a platform to find partners in specific sectors. BBB has already organised five successful international events in 2017 (in Madrid, Cape Town, Paris, Milan and Cannes), enabling more than 250 business partnerships between European and international SMEs in the energy, utilities, textile & clothing, hospitality & tourism, and ICT sectors.

At FIDAE 2018, the BBB initiative is organising matchmaking sessions between EU and potential partners in the aviation, defence and security sectors. BBB will be present at the trade fair's EU pavilion, facilitating meetings between 240 companies from 30 countries.

- The '**Overseas Trade Fairs**' (OTF) is a programme which enables hi-tech, innovative SMEs, to enter markets outside the EU, to support the expansion of hi-quality European R&D and innovation.

At FIDAE 2018, OTF is supporting the participation of EU Member States hi-tech companies from the aerospace sector.

Starting in 2017, Business Beyond Borders helps businesses, especially SMEs and clusters, to trade across borders and explore third markets. During FIDAE, companies attending the BBB matchmaking sessions will be able to benefit from a unique package:

- Business meetings perfectly matched to each BBB delegate's needs and preferences, taking place in a convenient matchmaking area at the heart of the trade fair;
- Access to BBB technical sessions on space programmes & applications; and case studies of EU companies in Chile;
- Access to an international and well-placed worldwide network, including several EU-funded support schemes;
- Access to the networking lunch (on day 1), organised in collaboration with the Overseas Fairs Trade Programme;
- Professional assistance on the spot and after the event to tailor participation to the needs of each BBB delegate.

Previous BBB events acted as an accelerator for business deals and partnerships between companies in the different sectors, with participants stating that they had found "the right international business partner for their company's current needs" through the services provided by this initiative.

Registration is now open at <https://www.b2match.eu/fidae2018>. More than 200 companies are expected to attend the B2B Meetings in the dedicated BBB area.

Business Beyond Borders, maximising your business matchmaking experience at FIDAE 2018!

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NOTES TO EDITORS:

Business Beyond Borders (BBB): BBB is a European Commission initiative to help EU businesses, especially Small and Medium Enterprises (SMEs) and Clusters, operate internationally with the ultimate goal of increasing economic growth within and outside Europe. A series of matchmaking events are being organised at FIDAE to bring together SMEs and representatives from relevant clusters, with potential trading partners from Europe and abroad with the aim of assisting businesses to access new international markets.

The Business Beyond Borders Consortium is represented by:

- **EUROCHAMBRES**: The Association of European Chambers of Commerce and Industry represents over 20 million businesses in Europe – 98% of which are SMEs – through members in 43 countries and a network of 1700 regional and local Chambers.
- **EMECA**: The European Major Exhibition Centres Association unites 22 leading exhibition venues in Europe. They provide businesses with an excellent infrastructure and outstanding information networks. The 22 EMECA Members organise and host 1,769 exhibitions a year, both in Europe and all over the globe, with more than 350,000 exhibitors and over 41,5 million visitors.
- **UFI**: The leading global association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations. UFI represents 700 member organisations in 83 countries around the world. Over 900 international trade fairs bear the UFI quality label.
- **LOWeurope**: A strategic communications consultancy based in Brussels, with a network of associates across Europe. We specialise in creating policy-rich events; managing complex programmes; PR and all types of marketing communications; and EU related public affairs strategy.

For more information visit the website www.businessbeyondborders.info

FIDAE: Created in 1980, FIDAE is the leading aerospace and defence fair in Latin America, and one of the most important and well-known around the world. An all-embracing business centre, FIDAE is famous for its customised service and state-of-the-art facilities, which allows exhibitors and visitors to satisfy all kinds of commercial requirements. With



more than 35 years of history, FIDAE is the go-to fair for the most important companies in the aerospace and defence industry.

Every year, FIDAE hosts over 600 exhibitors from 43 countries, and multiple national pavilions. It welcomes more than 130.000 visitors, out of which 40.000 are professional trade visitors.